

**Virginia Workforce Council
Renaissance Hotel
425 Water Street
Portsmouth, Virginia
December 6, 2005
Minutes**

- I. Call to Order, Roll Call and Approval of the Minutes – The meeting was called to order at 1:30 p.m. by Commissioner Dolores Esser.
- II. The Governor's Special Advisor for Workforce Development – Commissioner Delores Esser

Ms. Esser stated that she was taking the Special Advisor's position very seriously. One of the things she has done is written to all four Secretariats that have training programs. One of the things in the new piece of legislation is a comprehensive review from each of the state agencies that have training programs. A one-page form will be sent to the agencies to complete and return to the WIA Unit by January 3, 2006. A final report should be ready by January 20 and will be sent to the Governor, Secretaries, General Assembly, Councils and any interested parties. The report will be posted on the Council website. The Career Readiness Certificate. Ms. Esser stated she is trying to get up to speed on the Career Readiness Certificate. She met with the community college staff and Department of Corrections (they are utilizing it). Also, she stated an interest in today's presentation on *low-skilled worker model* and how something like this can be implemented in Virginia.

Roll Call – Members Present

Commissioner Dee Esser, Chair	Honorable Don (Robin) Sullenberger
Michael Ferraro	Huey Battle
Andrea Wooten	Daniel LeBlanc
Secretary Jane Woods	David Brash
Hugh Keogh	Brett Vassey
James Underwood	James Copp
Senator Yvonne Miller	Rita Ricks
Robert Myers	Mark Dreyfus
John Cannon	Hiawatha Nicely

The minutes of the September 13, 2005, meeting was approved. An addition to the minutes was added stating that they did not reflect the elimination of the State Institute Advisory. The motion was seconded and approved.

III. Public Comment – Chair Dolores Esser

Handout provided. David Hunn, from the Northern Virginia Workforce Board, made a public comment regarding the proposed new state policy that was being considered to recapture unexpended workforce investment act funding after year one.

Staff Note: A copy of the comments were submitted for the record and upon review, the WIA Division notified Mr. Hunn and the Northern Virginia Board chair that some of the information he presented to the Council was incorrect.

IV. Policy Discussions – Gail Robinson

There are three proposed Policy Discussions for the Council to approve. Local WIA Title I Funds for Economic Development, Local WIA I Funds for Incumbent Worker Training and Recapture of WIA Local Title I Funds. All of the policies have been posted for public comment for the prescribed length of time and all three policies are related to waivers of certain WIA provisions that Virginia recently received from the U.S. Department of Labor.

Local WIA Title I Funds for Economic Development. Three \$15,000 grants were awarded to three WIBs. Motion to adopt this policy was approved.

Local WIA Title I Funds for Incumbent Worker Training. Motion to approve The Local WIA Title I Funds for Incumbent Worker Training was made and seconded.

Recapture of WIA Local Title I Funds. A motion was made and seconded to refer the Recapture of WIA Local Title I funds back to the Executive Committee for reconsideration in view of public comments.

V. Task Force and Executive Committee Reports

Council was briefed on Task Force & Executive Committee activities and recommendations.

The Executive Committee – Chair Dolores Esser

The Committee approved the list of qualified occupations with the most annual openings for the Advantage Virginia Incentive Program.

A draft policy on the recapture of unspent local WIB funds after the first year and was approved by the Executive Committee for posting. The final policy on Revisions to WIA Policy—Virginia’s Training Voucher System under WIA—was approved. Policy revisions that allow the use of ITA’s for older and out-of-school youth in accordance with the waiver approved by the Department of Labor.

The 2005 Council Annual Report advised staff that this year's annual report should be more quantitative in terms of how it reflects the state of Workforce Development regarding metrics. State agencies were asked to supply that information.

The Local Excellence Task Force recommendation to remove funding limitations from current planning and WIB Certification Cycle—there was no action on the Local Excellence Task Force Recommendation. The Local Excellence Committee was asked to look at alternatives and to make a policy recommendation at this meeting on what should be used instead of the current planning cycles.

The approval of the June 8, 2005, Council Meeting Minutes was approved at the Executive Meeting.

Workforce Network Center Staff Certification - In January, an RFP to have an automated (computer-based program) certification will be prepared for vendors to respond and in a short time frame a computer-based certification process can be in place for One Stop staff.

A motion was made and seconded to proceed with the request for proposal for the automated system for center staff certification.

HJR 713 Recommendations - The recommendations by the committee members; Senator Yvonne Miller, Delegate Kathy Byron, Hugh Keogh and Michael Ferraro were: (1) create a Deputy Chief of Staff for Workforce Development in the Governor's Office to replace the Special Advisor; (2) the Deputy Chief of Staff would serve as fiscal agent for WIA funds; (3) the Deputy Chief of Staff would serve as staff to the Virginia Workforce Council and lead the Council in developing policies and procedures; (4) the Deputy Chief of Staff and the Council would develop and implement a statewide strategic plan from Workforce Development to include performance measures and evaluate performance based on those measures; (5) the statewide strategic plan would also address the needs for reforms in workforce policies, including the need for reform at the local WIB level. These recommendations were voted for by everyone except Senator Miller who thought they were inappropriate.

A motion made and seconded to accept the concept of HJR 713 Sub-committee recommendations. The vote was 10-yeas, 7-nays; Brett Vassey voted yea on the recommendations.

Comprehensive Workforce Systems Task Force – Chair Mark Dreyfus

The Comprehensive Workforce Systems Task Force surveyed a number of states to determine how to define the workforce development system and after a

review of that information and considerable discussion and input from the stakeholders at a meeting held on October 20, 2005, the Task Force proposed the definition of Virginia's Workforce Development System.

Gail Robinson stated the ten states that were looked at were Florida, Georgia, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Oregon, Texas and Wisconsin and in each instance the states defined their workforce system by programs.

A motion was put before Council to accept that the Comprehensive Workforce Systems Task Force will start on the definition of Virginia's Workforce Development System beginning with the initial 26 programs. The motion was seconded and approved.

Hard-to-Serve Populations – Chair Rita Ricks

This task force was charged with assessing activities to ensure that the One Stops' focus results in adequate services to the harder-to-serve, as well as to recommend changes to fill identified gaps. Policy #03-02, Poor Services Under Workforce Investment Act Title I Programs, was used as the guideline. Task force members had the opportunity to visit 6 local workforce investment area One Stop Centers; Norton VEC, Harrisonburg VEC, Charlotte Courthouse, Job Zone Workforce Center, Hampton Roads, Prince William One Stop Center and Richmond Career Advancement Center, Richmond.

Discussions were focused on marketing and the level of awareness that has been raised; the facility and its accessibility to technology; overall environment, the partners, i.e., who is on-site and how are they electronically linked to relationships as well as the services they provide; the services, which include the treatment of applicants and participants' orientation, assessment, referral processes, case management, job placement and retention.

The committee members who made visits were asked to email their "ah-hah" moments; what did they hear from the One Stops that was significant to their particular agency. The task force will meet again on January 23, 2006 at the Virginia Department for the Blind and Vision Impaired to pull all information together and will send their findings to the Council.

Local Excellence Taskforce - Andrea Wooten, Chair

The task force has been working on a number of issues in particular the Tier II One Stop Center Certification. Ms. Wooten stated the task force went through several drafts of the proposed Tier II Certification, in part to get clarification of what was meant by the initial draft that was prepared last year under Dr. Bolin's direction, and also to look at developing something that would be both meaningful and achievable. She stated the time spent with the local WIB

directors was very helpful to get their perspective on what is achievable and what the barriers are to moving forward. It helped to come up with a set of certification standards that are actually going to be meaningful.

Motion was approved and seconded for the adoption of the Tier II One Stop Certification Guidelines as drafted.

Virginia Workforce Network Information System – Ms. Wooten stated the purpose of the replacement system, which is to replace the one that they feel is not working as well as to develop a new system that will monitor the performance measures that Council approved a while back. Hubert Harris has been working on this project and a proposal was submitted to VITA last July. Since Council passed the motion to approve the proposal, motion was also approved and seconded to send a follow-up letter to VITA.

Local WIB Funding & the Planning Cycle – There were discussions about getting more information to the Council on how the demand plans are actually done at the local level. A survey was completed and summaries will be sent out.

Proposed revision to the local WIB Funding and Planning Cycle – the primary change; once the action and business plans have been approved, 100 percent of the funding should be made available. The motion was approved and seconded to accept the revised plan.

LWIB Best Practices – Judy Begland, Hampton Roads WIB and Gary Fletcher, Richmond WIB.

Ms. Begland and Mr. Fletcher spoke about the creation of their demand plans and the Best Practices for their WIB and career centers.

LWIB Perspective of the State Workforce System & Recommendations for Improvement – Judy Begland, President, VA Association of Workforce Directors

Ms. Begland spoke about the local WIB director's perspective on the state workforce system.

State Workforce Leadership Structure – Chair Michael Ferraro

At the task force's first meeting it took a look at the leadership structure within the system, the VWN system. Once the decision has been decided on where the "Czar" should be placed within state government, there are certain functions that need to be done within that function. The task force decided there are three functions: policy development, program administration, and One Stop service delivery. At the next meeting, speakers have been invited; Stephanie Powers of the National Association of Workforce Boards, representatives from Florida who went through the process to reformat their system and the local executive

directors association to make a presentation on what kind of leadership structure they are looking for in the Commonwealth.

Awareness & Confidence – Chair Robin Sullenberger:

There were three pilots on marketing. A report summarizes the results. A significant activity synopsis report is in a handout. Region 7 took the more aggressive approach. All three local WIB's provided their deliverables on public relations, radio, and television, PSA's and electronic newsletters. Local WIB's 3 and 7 held their workforce summit events. Local workforce area 11 did not have a workforce summit and continued to use its skills source center logo as opposed to the VWN logo and all of its marketing deliverables. WIB 11 has a business poster on their website for business employers to download. The poster also did not contain the VWN logo.

Demand Driven Blue Print – Chair Daniel LeBlanc

A draft copy of the blueprint was handed out to members. The mission of this task force reflects how many machinist are needed or not needed in Virginia's economy and if they are needed, where? Also, where are the industrial clusters or manufacturing centers and service centers in Virginia's economy. Virginia's unemployment rate is at the near bottom in the nation and average hourly wages is in the top tier of wage earnings. But there are a lot of problems that still exist.

VI. WIB PY '04 Incentive Awards – Mark Dreyfus

Council adopted a new incentives policy in March of 2005. There were four categories. The final WIA performance is available (handout). Motion for award amounts was moved for adoption and seconded.

VII. Bridges to Careers for Low-Skilled Adults – Rachel Unruh, Director of Community Relations & Resources, Women Employed, Chicago

Council was informed of a model to move low-skilled adults into higher paying career paths.

VIII. Marketing the Virginia Workforce Network (VWN) – Celina Shands Gradijan, President & CEO, Full Capacity Marketing, Inc.

Ms. Gradijan gave a presentation on the VWN marketing and background on Full Capacity Marketing, Inc.

Mr. Dreyfus presented awards to the following: Area 1, Southwestern Virginia - \$40,000, exemplary performance; Area 2, New River, Mount Rogers - \$50,000, exemplary performance and local coordination; Area 6, Piedmont Workforce Network - \$10,000, most improved; Area 7, Region 2000, Central

Virginia - \$30,000, most improved and local coordination; Area 8, South Central Virginia - \$10,000, local coordination; Area 9, Capitol Area - \$10,000, local coordination; Area 10, Richmond City - \$10,000, local coordination; Area 11, Northern Virginia - \$40,000, most improved, local coordination and regional cooperation; Area 12, Alexandria-Arlington - \$15,000, regional cooperation; Area 14, Greater Peninsula - \$52,500, exemplary performance, most improved, local coordination and regional cooperation; Area 15, Crater Area - \$17,500, exemplary performance and Area 16, Hampton Roads - \$15,000, regional cooperation.

IX. Administrative Updates

The National Association of Workforce Board's Conference will be held February 26-28, 2006 in Washington, DC. Council members are encouraged to attend.

Motion was made and seconded to approve The Councils 2005 Strategic Plan.

Motion was made and seconded to approve the revised Articles of Organization to reflect change in the Council's structure.

X. Meeting Adjourned – Commissioner Dee Esser

The Commissioner thanked everyone for coming and the meeting was adjourned at 4:30 pm.